

MARLBORO - APRIL TEST MAILING
TIMELINE
As of 5/23/96

<u>PROJECT STEP</u>	<u>SCHEDULED DATE</u>
- Mailing to Drop	4/22
- Meet to Discuss Model Development	5/23
- Coupon Redemption Deadline	5/31
- Retailers return bulk of coupons	w/o 7/29
- CMS Redemption Processing	w/o 8/12
- Data Forwarded to MSA and Richmond	w/o 8/19
- Results Compiled/Model Developed	w/o 9/16
- Model Reviewed with Brand	w/o 9/23
- Model Applied to DM Database (Marlboro Accessible Smokers)	w/o 9/30
- Scoring Completed	w/o 10/7

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